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Annual Summary of 1987
Title Production and Price Statistics • The Year's Bestsellers
The Red and the Black • Spring Videocassettes

Publishers Weekly

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NATIONAL COOP ■ $100,000
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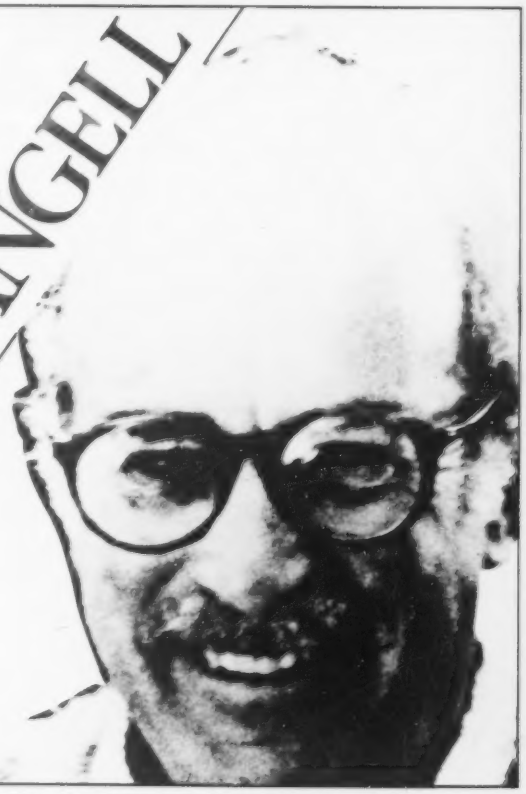
A Selection of the Book-of-the-Month Club

Houghton Mifflin Company

ROGER ANGELL



Nancy Crampton

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Title Output and Prices

Although output remains close to 1986 levels, most categories show higher prices

BY CHANDLER B. GRANNIS

Preliminary figures on U.S. book title output and average prices per volume for 1987 suggest that final output totals will be not far from the 1986 figures and that average prices will show moderate increases among the 23 subject categories customarily used in compiling these statistics. The figures are all derived from R. R. Bowker Co. data bases; mass market paperback figures come from *Paperbound Books in Print* entries, and all others come from the American Book Publishing Record/Weekly Record base. Final figures for 1987, which will include data not compiled by December 31, will be available late in the summer.

Total 1987 title production (Table 1), numbering 45,401 books in the preliminary computation, may well be close to the 52,637 counted for all of 1986.

The final total on mass market paperback output will be higher than the preliminary total of 3,910 given here (Table 2).

The 1987 trade paperback totals, i.e., non-mass-market, (Table 3) are running about even with 1986, and may again wind up in the 16,000 range.

TABLE 1

AMERICAN BOOK TITLE PRODUCTION

CATEGORY	1985	1986				1987 PRELIMINARY			
	ALL HARD & PAPER	HARD & TRADE PAPER			ALL HARD & PAPER	HARD & TRADE PAPER			ALL HARD & PAPER
		Books	Editions	Totals		Books	Editions	Totals	
Agriculture	536	477	81	558	564	395	68	463	470
Art	1,545	1,504	190	1,694	1,697	1,096	177	1,273	1,280
Biography	1,953	1,805	281	2,086	2,152	1,530	224	1,754	1,818
Business	1,518	1,197	376	1,573	1,604	909	275	1,184	1,212
Education	1,085	866	143	1,009	1,029	738	117	855	869
Fiction	5,105	2,687	467	3,154	5,578	2,668	347	3,015	5,647
General Works	2,905	2,144	279	2,423	2,484	1,791	245	2,036	2,117
History	2,327	2,015	423	2,438	2,471	1,789	433	2,222	2,250
Home Economics	1,228	900	106	1,006	1,103	751	104	855	904
Juveniles	3,801	3,849	206	4,055	4,516	3,223	207	3,430	3,794
Language	632	528	123	651	668	407	85	492	514
Law	1,349	1,018	363	1,381	1,385	856	283	1,139	1,142
Literature	1,964	1,788	322	2,110	2,145	1,640	237	1,877	1,918
Medicine	3,579	2,845	557	3,402	3,445	2,739	554	3,293	3,339
Music	364	270	76	346	356	211	58	269	271
Philosophy, Psychology	1,559	1,323	264	1,587	1,669	1,145	231	1,376	1,515
Poetry, Drama	1,166	1,180	71	1,251	1,278	930	68	998	1,011
Religion	2,564	2,464	299	2,763	2,788	2,008	279	2,287	2,303
Science	3,304	2,782	564	3,346	3,360	2,287	463	2,750	2,755
Sociology, Economics	7,441	6,815	1,042	7,857	7,912	5,589	823	6,412	6,491
Sports, Recreation	1,154	843	189	1,032	1,192	732	158	890	1,068
Technology	2,526	2,213	449	2,662	2,698	1,755	383	2,138	2,164
Travel	465	412	121	533	543	371	112	483	496
Total	50,070	41,925	6,992	48,917	52,637	35,560	5,931	41,491	45,401

NOTE: Figures for mass market paperbound book production are based on entries in *Paperbound Books in Print*. Other figures are from the *Weekly Record (American Book Publishing Record)* database.

TABLE 2

PAPERBACKS (EXCLUDING MASS MARKET)

CATEGORY	1985	1986			1987 PRELIMINARY		
	TOTALS	NEW BOOKS	NEW ED'NS	TOTALS	NEW BOOKS	NEW ED'NS	TOTALS
Fiction	436	353	78	431	230	55	285
Nonfiction	14,903	12,984	2,518	15,502	10,146	2,165	12,311
Total	15,339	13,337	2,596	15,933	10,376	2,220	12,596

Readers of these reports often ask for estimates in round numbers. In those terms, it is probably fair to say that close to 52,000 titles a year are being recorded by Bowker, made up, very roughly, of 32,000 hardcover books, 16,000 non-mass-market paperbacks, and 4000 mass market titles.

It is less easy to estimate the probable total numbers of imported titles (Table 4) and translations into English (Table 5), since data in these areas are incomplete. However, the final 1987 figures probably will not differ widely from those of 1986.

Average prices of hardcover books (Table A) are up in nearly every category. The overall average price per volume is $35.34 (preliminary), or 9% over the 1986 final figures of $32.43. (See also Table D.)

Counting only the volumes priced under $81 (Table A-1), the 1987 preliminary hardcover average is $28.71, 6% over the final 1986 average of $27.15.

The overall mass market paperback average price for 1987 (Table B) appears virtually unchanged from 1986, though substantial changes can be seen among the subject classifications. The overall average is, of course, decisively influenced by the fiction figures, which account for two-thirds of the total mass market listings.

Trade paperback prices per volume (Table C), 1986 final to 1987 preliminary, have dropped slightly—from $14.86 to $14.53, though shifts among the various categories may be substantial.

Each of the 23 standard subject groups used here represents one or more specific Dewey Decimal Classification numbers as follows:

Agriculture, 630–639, 712–719; Art, 700–711, 720–779; Biography (no Dewey numbers used); Business, 650–659; Education, 370–379; Fiction; General Works, 000–099; History, 900–909, 930–999; Home Economics, 640–649; Juveniles; Language, 400–499; Law, 340–349; Literature 800–810, 813–820, 823–899; Medicine, 610–619; Music, 780–789; Philosophy, Psychology, 100–199; Poetry, Drama, 811, 812, 821, 822; Religion, 200–299; Science, 500–599; Sociology, Economics, 300–339, 350–369, 380–399; Sports, Recreation, 790–799; Technology, 600–609, 620–629, 660–699; Travel, 910–919. □

TABLE 3
MASS MARKET PAPERBACKS

CATEGORY	1985 FIN.	1986 FIN.	1987 PREL.
Agriculture	7	6	7
Art	3	3	7
Biography	79	76	64
Business	26	31	28
Education	12	20	14
Fiction	2,524	2,424	2,632
General Works	86	61	81
History	31	33	28
Home Econ.	101	97	102
Juveniles	427	461	364
Language	14	17	22
Law	6	4	3
Literature	35	35	41
Medicine	36	43	46
Music	9	10	2
Philosophy, Psychology	112	82	139
Poetry, Drama	16	27	13
Religion	24	25	16
Science	15	14	5
Sociology, Economics	44	55	79
Sports, Recreation	149	160	178
Technology	42	36	26
Travel	9	10	13
Total	3,807	3,730	3,910

TABLE 4
IMPORTED TITLES
HARD & TRADE PAPER ONLY

CATEGORY	1985	1986			1987 PRELIMINARY		
	TOTALS	BOOKS	ED'NS	TOTALS	BOOKS	ED'NS	TOTALS
Agriculture	118	117	7	124	74	14	88
Art	166	160	8	168	68	8	76
Biography	216	163	25	188	86	16	102
Business	196	140	19	159	94	20	114
Education	211	212	8	220	201	8	209
Fiction	171	199	48	247	141	43	184
General Works	329	322	24	346	255	22	277
History	395	337	47	384	276	48	324
Home Econ.	41	36	6	42	20	5	25
Juveniles	92	108	4	112	62	1	63
Language	216	212	22	334	117	14	131
Law	170	151	39	190	127	31	158
Literature	267	241	20	261	177	16	193
Medicine	598	607	58	665	487	39	526
Music	70	60	6	60	34	4	38
Philosophy, Psychology	267	243	20	263	200	16	216
Poetry, Drama	220	206	10	216	105	7	112
Religion	173	131	10	141	103	20	123
Science	1,242	1,061	153	1,214	812	109	921
Sociology, Economics	1,559	1,491	144	1,635	1,144	68	1,212
Sports, Recreation	107	100	10	110	54	8	62
Technology	419	554	64	618	388	45	433
Travel	61	36	10	46	27	8	35
Total	7,304	6,887	762	7,749	5,052	570	5,622

TABLE 5
TRANSLATIONS INTO ENGLISH
HARD & TRADE PAPER ONLY

	ARABIC	DANISH	DUTCH	FINNISH	FRENCH	GERMAN	HEBREW	ITALIAN	JAPANESE	LATIN	NORWEGIAN	RUSSIAN	SPANISH	SWEDISH	YIDDISH	OTHER	TOTAL
1984 Final	16	27	38	10	355	425	28	97	64	42	4	181	97	21	10	N/A	1,439
1985 Final	8	17	40	5	416	369	29	92	59	30	13	182	86	28	15	N/A	1,385
1986 Final	29	26	48	3	485	470	45	110	116	36	9	185	93	26	11	N/A	1,762
1987 Preliminary	27	16	27	2	445	378	38	85	51	26	14	183	101	31	8	N/A	1,423

NOTE: "Total" covers only the languages listed here.

TABLE A

HARDCOVER AVERAGE PER-VOLUME PRICES*

CATEGORY	1977	1985		1986		1987 PRELIMINARY		
	PRICES	VOLS.	PRICES	VOLS.	PRICES	VOLS.	$ TOTAL	PRICES
Agriculture	$16.24	368	$36.77	391	$39.26	331	$15,543.22	$46.96
Art	21.24	908	35.15	996	35.41	772	29,668.67	38.43
Biography	15.34	1,298	22.20	1,446	22.96	1,251	30,438.47	24.33
Business	18.00	1,040	28.84	1,115	30.72	889	28,247.89	31.77
Education	12.95	602	27.28	559	26.11	562	17,607.47	31.33
Fiction	10.09	1,800	15.29	2,212	16.84	2,148	39,055.48	18.18
General Works	30.99	1,632	37.91	1,511	38.97	1,349	54,999.72	40.77
History	17.12	1,506	27.02	1,598	28.44	1,545	48,549.52	31.42
Home Economics	11.16	594	17.50	532	18.97	476	9,681.96	20.34
Juveniles	6.65	2,529	9.95	3,066	10.64	2,561	29,681.21	11.59
Language	14.96	347	28.68	351	32.80	277	10,254.82	37.02
Law	25.04	955	41.70	958	49.20	849	40,420.13	47.61
Literature	15.78	1,181	24.53	1,359	25.73	1,312	37,236.87	28.38
Medicine	24.00	2,798	44.36	2,643	49.99	2,616	147,951.84	56.56
Music	20.13	238	28.79	222	32.59	176	6,446.33	36.63
Philosophy, Psychology	14.43	895	28.11	991	29.65	926	30,088.41	32.49
Poetry, Drama	13.63	563	22.14	617	25.11	607	17,127.63	28.22
Religion	12.26	1,100	19.13	1,171	21.60	1,009	24,434.83	24.22
Science	24.88	2,556	51.19	2,559	55.65	2,141	130,242.85	60.83
Sociology, Economics	29.88	4,761	33.33	5,043	30.34	4,422	149,962.07	33.91
Sports, Recreation	12.28	530	23.43	573	23.25	497	11,673.13	23.49
Technology	23.61	1,693	50.37	1,904	55.00	1,592	92,665.76	58.21
Travel	18.44	210	24.66	218	24.32	178	4,880.64	27.42
Total	$19.22	30,104	$31.46	32,035	$32.43	28,486	$1,006,858.92	$35.35

*From *Weekly Record Listings of Domestic and Imported Books*

TABLE A-1

HARDCOVER AVERAGE PER-VOLUME PRICES—LESS THAN $81

CATEGORY	1984	1985		1986		1987 PRELIMINARY		
	PRICES	VOLS.	PRICES	VOLS.	PRICES	VOLS.	$ TOTAL	PRICES
Agriculture	$28.85	337	$29.99	356	$31.89	282	$ 9,267.72	$32.86
Art	28.90	868	30.05	961	31.63	739	24,889.67	33.68
Biography	20.91	1,282	20.81	1,431	21.66	1,229	27,405.52	22.29
Business	24.74	1,024	27.27	1,038	28.44	869	26,199.14	30.14
Education	21.81	598	24.02	[illegible]	25.75	548	15,823.97	28.87
Fiction	14.49	1,799	15.24	[illegible]	15.89	2,121	35,844.48	16.89
General Works	26.97	1,561	29.05	1,441	31.86	1,272	43,139.97	33.91
History	23.89	1,487	25.41	1,578	27.04	1,506	44,078.07	29.26
Home Economics	15.53	591	17.11	528	18.41	472	9,104.74	19.28
Juveniles	9.75	2,529	9.95	3,062	10.47	2,558	29,192.26	11.41
Language	22.96	343	27.61	340	30.24	266	8,608.32	32.36
Law	31.60	888	35.87	863	37.28	744	26,992.08	36.27
Literature	21.69	1,169	23.46	1,346	24.63	1,293	34,432.37	26.62
Medicine	33.93	2,505	36.29	2,235	37.34	2,089	79,568.14	38.08
Music	25.01	236	27.72	217	26.30	169	5,411.83	32.02
Philosophy, Psychology	25.22	886	27.34	980	28.48	910	28,390.71	31.19
Poetry, Drama	19.32	554	20.90	610	22.82	591	14,660.63	24.80
Religion	16.30	1,096	18.88	1,162	20.08	995	22,533.88	22.64
Science	37.71	2,232	40.06	2,122	40.96	1,713	73,481.61	42.89
Sociology, Economics	25.48	4,689	27.91	4,978	28.89	4,331	136,446.35	31.50
Sports, Recreation	19.27	525	21.36	571	21.77	494	11,358.13	22.99
Technology	35.77	1,507	38.60	1,630	39.88	1,341	55,892.06	41.67
Travel	18.92	207	22.07	216	23.74	174	4,251.19	24.43
Total	$24.66	28,913	$26.57	30,468	$27.15	26,706	$766,972.84	$28.71

TABLE B MASS MARKET PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1985	1986		1987 PRELIMINARY		
	PRICES	VOLS.	PRICES	VOLS.	$ TOTAL	PRICES
Agriculture	$5.75	6	$6.04	6	$ 21.35	$ 3.56
Art	9.80	3	9.80	7	86.65	12.38
Biography	4.81	76	5.15	62	316.15	5.10
Business	7.57	31	7.73	28	178.90	6.39
Education	6.07	20	7.28	14	83.85	5.99
Fiction	3.24	2,424	3.46	2,571	9,227.90	3.59
General Works	4.64	61	5.07	80	431.70	5.40
History	5.34	33	5.17	28	137.30	4.90
Home Economics	5.65	97	6.23	99	662.25	6.69
Juveniles	2.71	461	2.71	363	1,015.30	2.80
Language	4.28	17	5.28	22	108.65	4.94
Law	6/62	4	3.98	2	11.95	3.98
Literature	4.76	35	4.92	40	180.05	4.50
Medicine	6.65	43	7.18	46	288.90	6.28
Music	5.67	10	4.21	2	14.90	7.45
Philosophy, Psychology	4.22	82	5.07	137	679.55	4.96
Poetry, Drama	4.88	27	5.76	13	65.70	5.05
Religion	3.21	25	3.84	16	59.40	3.71
Science	4.83	14	5.91	5	22.75	4.55
Sociology, Economics	4.76	55	5.32	78	438.80	5.63
Sports, Recreation	3.80	160	4.09	175	870.35	4.97
Technology	12.29	36	12.08	25	267.15	10.69
Travel	4.93	10	5.02	13	89.45	6.88
Total	$3.63	3,730	$3.86	3,833	$15,258.95	$3.98

TABLE C TRADE PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1977	1985		1986		1987 PRELIMINARY		
	PRICES	VOLS.	PRICES	VOLS.	PRICES	VOLS.	$ TOTAL	PRICES
Agriculture	$5.01	198	$9.50	149	$13.22	123	$1,644.51	$13.37
Art	6.27	593	14.04	641	15.46	480	7,240.33	15.08
Biography	4.91	536	10.78	591	11.32	466	4,703.85	10.09
Business	7.09	425	16.83	421	18.56	281	4,706.47	16.74
Education	5.72	440	12.98	412	14.01	281	5,499.35	19.57
Fiction	4.20	726	13.66	897	8.64	847	7,499.84	8.85
General Works	6.18	1,123	19.13	828	28.44	663	15,941.35	24.04
History	5.81	729	14.08	766	14.55	639	8,717.25	13.64
Home Economics	4.77	513	9.22	450	9.96	366	3,759.65	10.27
Juveniles	2.68	767	5.20	906	5.71	817	11,618.88	14.22
Language	7.79	252	13.25	287	14.31	205	2,836.67	13.83
Law	10.66	339	18.46	364	17.46	257	5,042.84	19.62
Literature	5.18	694	14.04	712	13.19	541	6,539.99	12.08
Medicine	7.63	698	16.01	692	19.34	649	11,768.63	18.13
Music	6.36	113	12.20	117	13.67	89	1,164.43	13.08
Philosophy, Psychology	5.57	523	13.25	564	13.36	437	5,687.50	13.01
Poetry, Drama	4.71	550	8.86	596	10.02	374	3,427.81	9.16
Religion	3.68	1,373	9.30	1,525	9.26	1,255	11,559.15	9.1
Science	8.81	677	19.78	707	23.27	571	12,370.54	21.66
Sociology, Economics	6.03	2,402	16.30	2,597	16.76	1,911	29,479.62	15.42
Sports, Recreation	4.87	447	10.66	430	11.49	379	4,274.35	11.27
Technology	7.97	722	21.08	682	25.55	511	12,158.37	23.79
Travel	5.21	235	10.48	299	10.91	298	3,207.85	10.76
Total	$5.93	15,075	$13.98	15,633	$14.86	12,440	$180,849.23	$14.53

TABLE D THREE CLOTH CATEGORIES—*PW* ANNOUNCEMENT FALL ADS

NOVELS*	AVG.	MED.	BIOGRAPHY	AVG.	MED.	HISTORY**	AVG.	MED.
1987—198 vols./42 pubs.	$17.90	$16.95	1987—115 vols./64 pubs.	$25.30	$19.95	1987—182 vols./66 pubs.	$27.05	$24.95
1986—305 vols./53 pubs.	$17.13	$16.95	1986—125 vols./53 pubs.	$22.28	$19.95	1986— 73 vols./24 pubs.	$28.99	$24.95
1985—219 vols./49 pubs.	$16.53	$16.95	1985—137 vols./60 pubs.	$22.09	$19.50	1985—179 vols./70 pubs.	$24.25	$25.00
1984—172 vols./42 pubs.	$16.46	$15.95	1984—134 vols./60 pubs.	$21.75	$18.95	1984—149 vols./79 pubs.	$24.77	$22.50
1983—214 vols./42 pubs.	$15.27	$14.95	1983—150 vols./62 pubs.	$20.74	$18.50	1983—172 vols./51 pubs.	$21.90	$20.00
1982—177 vols./41 pubs.	$14.75	$14.95	1982—140 vols./62 pubs.	$20.43	$18.95	1982—152 vols./64 pubs.	$22.88	$19.50
1981—243 vols./45 pubs.	$12.61	$13.50	1981—116 vols./54 pubs.	$18.09	$16.95	1981—188 vols./70 pubs.	$20.35	$19.00
1980—317 vols./42 pubs.	$11.73	$11.50	1980—130 vols./56 pubs.	$17.05	$15.00	1980—154 vols./57 pubs.	$19.85	$18.50

*Not Mystery, Western, SF, Light Romances

** Not Art Books

Hardcover Bestsellers

A record number of titles; continued high unit sales

BY DAISY MARYLES

The most significant feature to emerge from the 19[illegible] crop of top hardcover sellers is the sheer breadth of titles reported to have sold 100,000 copies or more during the year. In fiction, there were 52 books to claim this distinction, and, in nonfiction, 72 titles made it to the six-figure count. Previous records were shattered, specifically 1985's 43 fiction titles having sales of 100,000 or more and the 51 nonfiction books in 1986 that achieved that rate of sale.

There were other numbers that also set records. While fewer books went over the one-million mark—this year four titles achieved that rank, compared with five in the two prior years—an impressive 17 books made it over the 500,000 mark, better than the 12 and 13 titles that hit 500,000 or more in 1986 and 1987, respectively. Also, for the first time in these annual bestseller exercises, the 15 1987 runners-up in nonfiction claimed sales of 200,000 or more copies. Only a few years back, in 1983, Art Buchwald's *While Reagan Slept* made it to #15 with sales of 185,417. This year, with sales a few thousand less—181,000 for *I Think I Don't Remember*—his ranking was #34.

In past years, we congratulated those writers who achieved the distinction of placing two books among the top 10 of the year. In 1987 one of those authors, Stephen King, returns with three titles in the top 10. Reports that he plans not to write any new hardcover fiction in 1988 should be a cause for celebration among his scrivener comrades who vie for these high slots.

King's and Bill Cosby's latest titles once again top the fiction and nonfiction lists. The last time that both the lead fiction and nonfiction authors stayed at the top for two years in a row was 1974 and that feat was accomplished with the same books—Richard Bach's *Jonathan Livingston Seagull* and Kenneth Taylor's *The Living Bible*.

While the fiction list of top 15 claims 13 bestselling veterans, two first novels managed to fare extremely well in 1987—the much-touted *Presumed Innocent* by Scott Turow and the first fictional effort by the bestselling nonfiction chronicler of modern American culture, *The Bonfire of the Vanities* by Tom Wolfe. Both books set sales records for publisher Farrar, Straus & Giroux, a house usually associated with national and international literary prizes and not with mega-commercial successes (they had both in large quantities this past year).

The nonfiction subjects that seemed to score high in 1987 are also worthy of note. While humor, a cookbook, business and sports were all represented, as well as celebrity and political figures like Shirley MacLaine, Tip O'Neill and Marlo Thomas, Britain's and America's secret-service agencies were of paramount interest. Two magnificent pictorials of the U.S. and the Soviet Union made it to the top 15 as did a book by an accredited surgeon on miraculous recoveries from major illnesses. But certainly, the "sleeper" of the year was *The Closing of the American Mind*, with the most unlikely bestseller subhead, *How Higher Education Has Failed Democracy and Impoverished the Souls of Today's Students*.

Figures for the top hardcover bestsellers, including runners-up, are based on sales figures supplied by publishers. We asked them to give us figures that reflect only 1987 U.S. trade sales—that is, sales to bookstores, wholesalers and libraries only—not book club, overseas and direct-mail sales.

"Sales," as used on these lists, refers to books shipped and billed in calendar year 1987. Publishers were asked, however, to reflect returns made through January 30, 1988. Still, in many cases, the 1987 figures include books still on bookstore and wholesalers' shelves and/or books on the way back to publishers' warehouses, as well as books planned for return that may not yet have been counted.

Sometimes publishers are in the happy situation of being able to recycle their returns into sales for the following calendar year, espe-

PW's 1987 Bestsellers Fiction

1 **The Tommyknockers** by Stephen King. Putnam (11/10/87); 1,405,000

2 **Patriot Games** by Tom Clancy. Putnam (8/4/87); 1,063,000

3 **Kaleidoscope** by Danielle Steel. Delacorte Press (11/6/87); 1,015,000

4 **Misery** by Stephen King. Viking (6/8/87); 819,468

5 **Leaving Home: A Collection of Lake Wobegon Stories** by Garrison Keillor. Viking (10/5/87); 788,487

*6 **Windmills of the Gods** by Sidney Sheldon. Morrow (2/10/87)

7 **Presumed Innocent** by Scott Turow. Farrar, Straus & Giroux (7/15/87); 700,000

8 **Fine Things** by Danielle Steel. Delacorte Press (3/27/87); 551,000

9 **Heaven and Hell** by John Jakes. Harcourt Brace Jovanovich (10/1/87); 528,019

10 **The Eyes of the Dragon** by Stephen King. Viking (2/2/87); 525,553

11 **The Haunted Mesa** by Louis L'Amour. Bantam (5/87); 460,000

12 **The Bonfire of the Vanities** by Tom Wolfe. Farrar, Straus & Giroux (11/9/87); 415,000

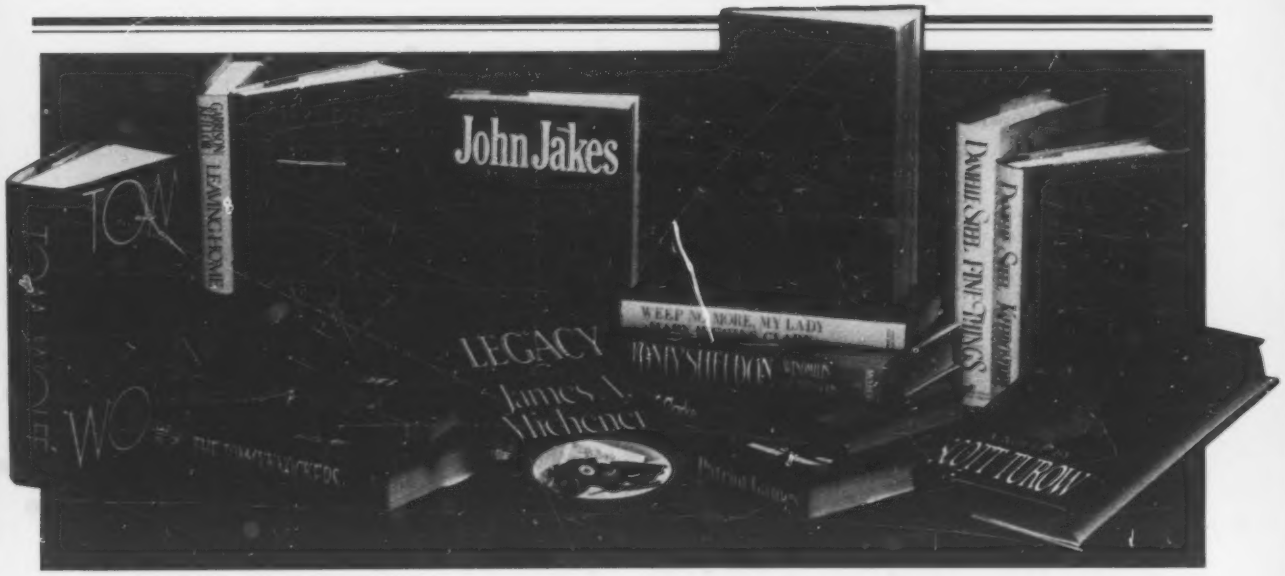
13 **Legacy** by James A. Michener. Random House (9/1/87); 326,890

14 **2061: Odyssey Three** by Arthur C. Clarke. Del Rey/Ballantine (12/87); 250,000

15 **Weep No More My Lady** by Mary Higgins Clark. Simon & Schuster (6/29/87); 234,000

NOTE: Rankings are determined by sales figures provided by publishers; the numbers reflect reports of copies "shipped and billed" only and should not be regarded as net sales figures, since publishers do not yet know what their final returns will be.

* Sales figures were submitted to *PW* in confidence, for use only in placing the titles in their correct positions on a specific list.



cially if there is still a demand for the title. Such was the case for Houghton Mifflin with its 1986 bestseller, *The Prince of Tides* by Pat Conroy, #9 on last year's end-of-the-year list with shipped and billed copies of about 297,000. It stayed on *PW*'s weekly charts in 1987 for 30 weeks (second only to Sidney Sheldon's *Windmills of the Gods*, the year's longest-running fiction bestseller), and yet, according to the publisher, its sales figure for the year was "a negative number." What kept moving at the sales registers across the country were retailers' and wholesalers' recycled returns.

The Fiction Bestsellers

Last year was certainly the best for Stephen King, who placed #1, #4 and #10 among the 1987 top fiction with *The Tommyknockers*, *Misery* and *The Eyes of the Dragon*. His sales of over 1.4 million for *Tommyknockers* also knocked out his record set only last year when *It* sold over 1.2 million books. King's first appearance on these lists was in 1979 with *The Dead Zone*, in the #6 position with sales of 175,000 copies; he has made it to the top 10 every year since then. One book, *The Eyes of the Dragon*, was a bit of a departure for King. In the form of a classic fairy tale, with dragons, princes and evil wizards among its cast of characters, the author claims to have written the book for his teenage daughter who had not wanted to read his previous 13 horror blockbusters—luckily not a sentiment shared by his millions of fans.

Danielle Steel, another veteran of mega-bestsellers, also had her best year yet with sales of over one million for *Kaleidoscope*—her first time at that threshold. She scored again with *Fine Things*, #8 with sales of 551,000; that book marked the first time a Steel central character was male. Two years ago, she also had two novels in the top 10, *Secrets* (#6) and *Family Album* (#9); she has also been a regular on these end-of-the-year lists since 1981.

Tom Clancy once again takes the #2 spot, this time with *Patriot Games*, whose sales of 1,063,000 put it slightly ahead of *Red Storm Rising*, which made it to #2 last year with sales of 1,025,000. His bestselling military novels based on extensive research into Soviet-American strategies and advanced technology have made him a speaker sought out by the CIA, White House staff and at meetings of international intelligence experts.

Sequels of sorts figure in three of the top 15 novels of the year. Garrison Keillor's beloved characters from Lake Wobegon returned in the fifth bestselling novel of the year, *Leaving Home*, a collection of 36 stories that comprise the author's farewell tribute to the people in the fictional hamlet; Keillor did his final radio broadcast of *A Prairie Home Companion* last June. In 1985, Keillor placed #3 with sales of over 1.1 million for *Lake Wobegon Days*. The conclusion of John Jakes's trilogy about the Civil War, *Heaven and Hell*, took the #9 spot with sales of 528,019. The first two installments also fared well on these lists—*North and South* was #8 in 1982 with sales of 262,000, and *Love and War* was #4 in 1984 with sales of 431,420. At the #14 spot is science fiction guru Arthur C. Clarke with *2010: Odyssey Three*, the successful sequel to the Odyssey series. *2001: A Space Odyssey* sold well and was an acclaimed movie in 1969, and *2010: Odyssey Two* was #9 in 1982 with sales of 260,000.

Such bestseller veterans as Sidney Sheldon, Louis L'Amour and James Michener return again with their 1987 books. And Mary Higgins Clark, who has been a runner-up with her previous books makes her first showing among the top 15 with her sixth suspense novel, *Weep No More My Lady*. Sheldon's ninth book, #6 for the year with sales over 700,000 copies, was among his most successful. L'Amour is five for five on these lists as each of his hardcover novels has made it to one of the coveted spots in the past five years. The bestselling western author also claims 90 individual million-copy sellers. A slighter novel by Michener standards, *Legacy* (only 175 pages) celebrated the 200th anniversary of the U.S. Constitution. This occasion coincided with a personal milestone for Michener—he turned 80.

As noted earlier there were two first novels near the top. Attorney Scott Turow scored an impressive hit with *Presumed Innocent*, a book that not only racked up 700,000 copies in sales but was one of the most talked about books in the media both before and after its publication. He had written one book prior to his blockbuster, *One L*, an account of his first year at Harvard Law School that garnered rave reviews when published in 1977. Tom

© Philip Seymour

Wolfe's 11th book, but first novel, used his best reporting skills to deliver what *PW* stated "will stand as a brilliant evocation of New York's class, racial and political structure in the 1980s." Wolfe has made it to these lists before with his nonfiction—#12 in 1979 for *The Right Stuff*, with sales of 144,140, and #24 in 1981 for *From Bauhaus to Our House* with sales of 127,000.

The Fiction Runners-Up

The second tier of fiction bestsellers includes one first novelist (Beauman) and a first appearance on these shores by a British novelist (Rutherfurd). The rest are by familiar authors, and only one book, *Fantastic Voyage II*, did not make it onto a weekly *PW* list.

16. *Sarum: The Novel of England* by Edward Rutherfurd (Crown, 9/87; *212,000* copies sold in 1987)

17. *The Timothy Files* by Lawrence Sanders (Putnam, 6/87; *210,000*)

18. *Destiny* by Sally Beauman (Bantam, 3/87; *200,000*)

19. *Beloved* by Toni Morrison (Knopf, 9/87; *190,138*)

20. *Bolt* by Dick Francis (Putnam, 3/87; *179,000*)

21. *Hot Flashes* by Barbara Raskin (St. Martin's, 9/87; *158,860*)

22. *Outbreak* by Robin Cook (Putnam, 2/87; *152,000*)

23. *Heiress* by Janet Dailey (Little, Brown, 6/87; *150,081*)

24. *Fantastic Voyage II* by Isaac Asimov (Doubleday, 9/87; *149,268*)

25. *Bluebeard* by Kurt Vonnegut (Delacorte Press, 10/87; *145,000*)

26. *Pale Kings and Princes* by Robert B. Parker (Delacorte, 6/87; *140,000*)

27. *Dirk Gently's Holistic Detective Agency* by Douglas Adams (Simon & Schuster, 6/87; *138,000*)

28. *Texasville* by Larry McMurtry (Simon & Schuster, 4/87; *131,000*)

29. *Night of the Fox* by Jack Higgins (Simon & Schuster, 1/87; *129,000*)

30. *The Ladies of Missalonghi* by Colleen McCullough (Harper & Row, 5/87; *128,951*)

This year, 22 novels with reported 1987 sales of 100,000 copies or more did not make it onto *PW*'s top 30 list, an all-time high and far ahead of 1986, when there were only six such novels, and the year before that when there were 12. While many of the books below did make it onto *PW*'s weekly national-bestseller lists, there were several that did not make even one appearance, including books by Marilyn French, Dr. Seuss and Shirley Conran.

Those books with sales ranging from 125,000 down to 100,000 are: *Dreams Are Not Enough* by Jacqueline Briskin (Putnam); *Her Mother's Daughter* by Marilyn French (Simon & Schuster); *Seven Lady Godivas* by Dr. Seuss (Random House); *Empire* by Gore Vidal (Random House); *A Southern Family* by Gail Godwin (Morrow); *A Man Rides Through* by Stephen R. Donaldson (Del Rey Hardcover); *Savages* by Shirley Conran (Simon & Schuster); *No Deals, Mr. Bond* by John Gardner (Putnam); *The New Breed* by W. E. B. Griffin (Putnam); *Sphere* by Michael Crichton (Knopf); *To Sail Beyond the Sunset* by Robert A. Heinlein (Putnam); *Freedom* by William Safire (Doubleday); *Watchers* by Dean R. Koontz (Putnam); *Red Storm Rising* by Tom Clancy (Putnam); *The Damnation Game* by Clive Barker (Putnam); *More Die of Heartbreak* by Saul Bellow (Morrow); *First Born* by Doris Mortman (Bantam); and the final five volumes in the Mission Earth series by L. Ron Hubbard from Bridge Publications—*Death Quest, Voyage of Vengeance, Disaster, Villainy Victorious* and *The Doomed Planet.*

Nonfiction Leaders

Many of the names among the top 15 nonfiction bestsellers are familiar to these end-of-the-year lists—Cosby, Bombeck, Woodward, MacLaine, Smith (as in Jeff), Tom Peters. Others are just familiar and include Tip O'Neill and Marlo Thomas.

Cosby heads up the list for the second year in a row with his humorous look at middle age—he recently turned 50. Sales were over 1.7 million copies for *Time Flies*, an astounding figure except when compared to his 1986 blockbuster *Fatherhood*, which reaped sales of about 2.4 million. Erma Bombeck's eighth book of domestic satire, *Family: The Ties That Bind. . . and Gag!*, makes the list at #3 with sales of about 735,000 copies, the same position she held in 1983 when sales of *Motherhood: The Second Oldest Profession* hit the same number. Back in 1978 and 1979 she led the list with *If Life Is a Bowl of Cherries, What Am I Doing in the Pits* and *Aunt Erma's Cope Book*, respectively.

The fifth volume of Shirley MacLaine's unique personal odyssey

makes it to #7 with sales of 525,000. The previous volume, *Dancing in the Light*, sold 510,000 in 1985, enough for the #6 spot. Marlo Thomas debuted on these lists with her new book at the #11 spot with sales of about 450,000—a much better showing than her husband's 1980 autobiography; Phil Donahue's book was a runner-up with sales of about 123,000. A political celebrity, Thomas O'Neill, shared candid memories of his 50 years in office, beginning with his election to the Massachusetts legislature in 1936 through his 10 years as Speaker of the House, and got almost 484,000 "votes"—enough for the #8 spot for the year.

Bestselling cookbook author Jeff Smith returns with another Frugal Gourmet winner, in the #9 spot, this one celebrating American cooking. The bestselling sports book of the year scores at #14 with sales of more than 259,000; *A Season on the Brink* looked at a year in the life of Bobby Knight and the Indiana Hoosiers and went from regional bestseller to national bestseller to the surprise of everyone except basketball fans.

Tom Peters rounds out the top 15 with *Thriving on Chaos*, a book advising its readers on how to survive and flourish in today's economic environment. He was the coauthor of the #1 1983 nonfiction bestseller, *In Search of Excellence*, which sold over 1.1 million in its first year of publication. Economics was also the subject of the sixth bestselling nonfiction of the year, *The Great Depression of 1990* by Ravi Batra. With sales of about 549,000 copies, its prophetic title garnered even more attention after the stock market debacle of October 19. Batra theorizes that we are heading toward an economic disaster of unprecedented proportions that will occur in 1990 and continue to plague the world till about 1996 (one wishes his book were on the fiction list instead).

Bob Woodward returns to the list in the #4 spot with his account of the CIA and its relationship to the U.S. government under the directorship of William Casey, which consists of the period from 1981 to Casey's death in 1987 just as the Irangate fiasco began to hit the press. Woodward's coverage of the original "gate" exposé—Watergate—first brought him national fame. He was coauthor of *All The President's Men*, #2 in 1974, and *The Final Days*, #1 in 1976. He also hit these end-of-the-year lists with *The Brethren* in 1979 and *Wired* in 1984.

There was even more interest in 1987 in the inside account of the many things that went wrong in the MI5, Britain's secret service agency. Peter Wright, the former assistant director of the service, wrote a memoir that was so explosive that members of the British parliament tried to stop its publication in this country—without success; the book sold almost 777,000 copies last year, enough for the #2 position. It was banned in England, causing many Britons to go to great lengths to buy the book here in the U.S.

Last year, *A Day in the Life of America* became the first book to sell 300,000 copies and not make a top-15 list on these annual roundups; it did place at #16. The book continued to pick up speed during its second year of publication and sold another 570,000 copies, enough for the #5 position in 1987. Collins also picked a fortuitous subject for its next project—*A Day in the Life of the Soviet Union*, #12 with sales of 420,000 copies. Its sales were certainly buoyed by Reagan/Gorbachev "summit fever," but the unexpected push to bestsellerdom, according to the publisher, came when the first of two *20/20* feature segments on the book was aired during the same program on which Donna Rice gave her famed interview to Barbara Walters, resulting in one of the biggest audiences ever for that show and greatly increasing awareness of the book.

A medical bestseller, *Love, Medicine and Miracles* took the #13 position with sales of more than 387,000 copies. Subtitled *Lessons Learned About Self-Healing from a Surgeon's Experience with Exceptional Patients*, its author, Dr. Siegel, who has a surgical practice in Connecticut, based his theory on case studies from his cancer patients that could be termed as miraculous recoveries.

The publisher did not expect *The Closing of the American Mind* to be a bestseller and went to market with a 10,000-copy first printing. But Prof. Allan Bloom's controversial and critical view of the educational system, specifically the university, became one of the top books of the year; sales of 466,000 copies put it in the #10 spot. He

(Continues on p. 46)

PW's 1987 Bestsellers Nonfiction

1 **Time Flies** by Bill Cosby. Doubleday/Dolphin (9/87); 1,461,108

2 **Spycatcher: The Candid Autobiography of a Senior Intelligence Officer** by Peter Wright with Paul Greengrass. Viking (8/10/87); 776,959

3 **Family: The Ties That Bind. . . and Gag!** by Erma Bombeck. McGraw-Hill (9/28/87); 735,000

4 **Veil: The Secret Wars of the CIA, 1981–1987** by Bob Woodward. Simon & Schuster (10/7/87); 592,000

5 **A Day in the Life of America** by Rick Smolan & David Cohen. Collins Publishers (11/86); 570,000

6 **The Great Depression of 1990** by Ravi Batra. Simon & Schuster (6/17/87); 549,000

7 **It's All in the Playing** by Shirley MacLaine. Bantam (9/87); 525,000

8 **Man of the House: The Life and Political Memoirs of Speaker Tip O'Neill** by Thomas P. O'Neill Jr. with William Novak. Random House (9/87); 483,960

*9 **The Frugal Gourmet Cooks American** by Jeff Smith. Morrow (11/23/87)

10 **The Closing of the American Mind** by Allan Bloom. Simon & Schuster (4/2/87); 466,000

11 **Free to Be. . . a Family** by Marlo Thomas and Friends. Bantam (11/87); 450,000

12 **A Day in the Life of the Soviet Union** by Rick Smolan & David Cohen. Collins Publishers (11/87); 420,000

13 **Love, Medicine & Miracles** by Bernie S. Siegel. Harper & Row (5/14/87); 387,132

14 **A Season on the Brink** by John Feinstein. Macmillan (11/86); 296,595

15 **Thriving on Chaos: Handbook for a Management Revolution** by Tom Peters. Knopf (10/87); 259,350

NOTE: Rankings are determined by sales figures provided by publishers; the numbers reflect reports of copies "shipped and billed" only and should not be regarded as net sales figures, since publishers do not yet know what their final returns will be.

*Sales figures were submitted to *PW* in confidence, for use only in placing the titles in their correct positions on a specific list.

Paperback Top Sellers

An all-time high for trade paperbacks; mass market titles return to record 1980 levels

BY JOHN MUTTER

The number of bestselling trade paperbacks rose substantially in 1987 from 1986, as recorded in *Publishers Weekly*'s annual trade paperback top sellers list, compiled each year since 1977 and based on sales of 50,000 copies or more. The titles include annuals, atlases and almanacs. To be included, the books must have been published during 1986 or 1987, although sales figures are given for 1987 only.

In 1987 there were 254 trade paperback bestsellers, up from 193 titles last year, 194 in 1985. The previous all-time high of 208 titles was achieved in 1983.

Paternity, sci-fi and cartoons were the most popular subjects of reading Americans in 1987.

Fatherhood by Bill Cosby was the Big Daddy of trade paperbacks in 1987. Indeed, its sales of 2.5 million copies would have made it a top mass market title if it had been published in that format. Including its 2.4 million copies sold in hardcover, *Fatherhood* altogether sold almost five million copies.

A revised edition of the late L. Ron Hubbard's *Dianetics* was the second strongest-selling title.

Six of the next seven top-selling trade paperbacks were comic-strip books, including two Far Side titles by Gary Larson, two Garfield works by Jim Davis, a Bloom County Berke Breathed title and *Calvin and Hobbes* by Bill Watterson.

All these cartoon books sold better than comparable titles the year previously. For example, the two new Far Side books—*The Far Side Observer* and *Hound of the Far Side*—sold 1.45 million copies, while last year's two bestselling Far Side titles—*The Far Side Gallery 2* and *It Came from the Far Side*—sold 1.2 million copies.

Several Dragonlance series books published by TSR, the company that markets Dungeons and Dragons, made a fantastic showing. TSR's bestselling series titles included two of the Dragonlance Legends books, which sold 229,000 and 201,000 copies, and all three of the Dragonlance Tales series together sold 590,000 copies.

Ilene Hochberg followed up on last year's successful *Dogue*, a parody of *Vogue* that sold 128,000 copies, with *Catmopolitan*, a parody of *Cosmopolitan*, which sold 390,000 copies. *Canine Quarterly* by Ina Schell, a parody of *Gentleman's Quarterly*, sold 127,000 copies.

The leading cookbook was the *Weight Watchers Quick Start Plus Program Cookbook* (311,129). Other bestselling trade paperback food and cookbooks ranged from healthful and haute cuisine—*Jane Brody's Good Food Book* (130,000) and *Cajun Cooking* by the editors of Better Homes and Gardens (118,844)—to the bottom of the barrel—*White Trash Cooking* by Ernest Matthew Mickler (103,105).

Kaffir Boy, a tale of his upbringing in South Africa by Mark Mathabane, benefited from many plugs by Oprah Winfrey and sold almost 182,000 copies.

Literary titles among the top trade paperbacks included *The Man Who Mistook His Wife for a Hat* by Oliver Sacks (137,140 copies) and *Cold Sassy Tree* by Olive Ann Burns (135,000).

Other strong categories included home maintenance, baby and parenting books, several golfing and crystal books. A regional title that did well was Howard Mohr's *How to Talk Minnesotan* (175,000 copies).

Sales of romance titles in trade paperback format seemed to have levelled off in 1987; only two years ago, the leading trade paperback title was *Come Love a Stranger* by Kathleen E. Woodiwiss, an original that sold 1.4 million copies. This year, *Southern Rapture* by Jennifer Blake was the bestselling trade romance title. An original, it sold 170,000 copies. Other strong romances, both originals, were *Enchantress Mine* by Bertrice Small (133,000) and *Louisiana Dawn*, also by Jennifer Blake (127,000).

Mass Market Near All-Time High

A total of 112 mass market titles published in 1986 or 1987 had in-print figures at the end of 1987 of at least one million copies and thus qualified for *PW*'s 1987 mass market bestseller list—nine more than appeared on the 1986 list and 10 more than appeared on the 1985 list. The total of 112 was just one book shy of the all-time high, which was set in 1980. The number of bestselling mass market titles dipped in 1981 and 1982 and has been growing steadily ever since except for a plateauing last year.

This year, seven titles had three million copies or more in print compared to nine last year and four the year before. Four of the seven titles were published in 1986 but had sales in 1987, too. Another 18 titles (seven of which were published in 1986) had in-print figures of two million copies or more, compared to 16 last year and 18 in 1986.

Horror, glitz and romance characterized the top tier of bestselling mass market titles in 1987. Three of the top five spots were held by Danielle Steel books, with *Family Album*, *Wanderlust* and *Secrets*, which had a combined total of 11.7 million copies in print at the end of the year.

Sidney Sheldon held the second and third highest spots with *Windmills of the Gods* and *If Tomorrow Comes*, which together had 8.6 million copies in print.

Stephen King's reappearance near the top of the list shocked no one. *Skeleton Crew* was the sixth bestselling mass market title; *It* and *Eyes of the Dragon* were No. 9 and No. 12 respectively.

Other books in the top 10 were Judith Krantz's *I'll Take Manhattan*, two V. C. Andrews titles—*Garden of Shadows* and *Dark Angel*—and Robin Norwood's *Women Who Love Too Much*, a psychological self-help book for women.

The few literary titles near the top were *Lonesome Dove* by Larry McMurtry, *The Prince of Tides* by Pat Conroy, *A Perfect Spy* by John le Carré and *Creed for the Third Millenium* by Colleen McCullough, all of which had in print between 1.65 million and 1.76 million copies.

Trade Paperbacks

Titles listed here are trade paperbacks (originals, reprints, reissues or books issued in dual editions) published in 1986 or 1987, of which publishers have billed and shipped at least 50,000 copies to bookstores in 1987. Please note that publishers' sales figures do not necessarily represent final net sales, since they do not always reflect returns. Those titles that were released in 1986 are marked with an asterisk. Almanacs, atlases and annuals are listed on page 42.

Note: The sales figures of some titles were submitted to *PW* in confidence, for use only in placing the titles in their correct positions on the list.

500,000+

Fatherhood. Bill Cosby. Reprint. Berkley (2,489,500)

*** Dianetics, Revised Edition.** L. Ron Hubbard. Reprint. Bridge Publications (986,055)

Calvin and Hobbes. Bill Watterson. Original. Andrews & McMeel (866,000)

Billy and the Boingers Bootleg. Berke Breathed. Original. Little, Brown (846,000)

The Far Side Observer. Gary Larson. Original. Andrews & McMeel (729,000)

Hound of the Far Side. Gary Larson. Original. Andrews & McMeel (720,000)

The Book of Questions. Gregory Stock. Original. Workman (659,000)

Garfield Food for Thought. Jim Davis. Original. Ballantine (525,000)

Garfield Swallows His Pride. Jim Davis. Original. Ballantine (500,000)

200,000+

Bright Lights, Big City. Jay McInerney. Movie Tie-in. Vintage (499,411)

Callanetics. Callan Pinckney. Reprint. Avon (400,000)

Self Analysis. L. Ron Hubbard. Reprint. Bridge Publications (394,778)

Catmopolitan. Ilene Hochberg. Original. Pocket (390,000)

*** The Far Side Gallery 2.** Gary Larson. Original. Andrews &McMeel (365,000)

Prairie. Anna Lee Waldo. Original. Berkley (334,500)

*** Weight Watchers Quick Start Plus Program Cookbook.** Weight Watchers International. Reprint. NAL (311,129)

Bus 9 to Paradise. Leo Buscaglia. Reprint. Fawcett/Columbine (300,000)

Garfield Goes Hollywood. Jim Davis. Original. Ballantine (285,000)

The Fourth Garfield Treasury. Jim Davis. Original. Ballantine (260,000)

*** Dragonlance Legends, Test of the Twins.** Mary Weis and Tracy Hickman. Original. TSR (228,967)

A Garfield Christmas. Jim Davis. Original. Ballantine (225,000)

*** Dragonlance Legends, War of the Twins.** Mary Weis and Tracy Hickman. Original. TSR (200,978)

100,000+

Dragonlance Tales #1, The Magic of Krynn. Edited by Margaret Weis and Tracy Hickman. Original. TSR (198,559)

Dragonlance Tales #2, Kenders, Gully Dwarves and Gnomes. Edited by Margaret Weis and Tracy Hickman. Original. TSR (196,768)

Life: The First Fifty Years. Editors of *Life*. Reprint. Little, Brown (195,600)

Dragonlance Tales #3, Love and War. Edited by Margaret Weis and Tracy Hickman. Original. TSR (194,635)

Kaffir Boy. Mark Mathabane. Reprint. NAL (181,818)

Indian in the Cupboard. Lynne Reid Banks. Reissue. Avon (180,000)

The Best Christmas Pageant Ever. Barbara Robinson. Reissue. Avon (180,000)

*** Chapterhouse: Dune.** Frank Herbert. Reprint. Berkley (179,000)

*** It Came from the Far Side.** Gary Larson. Original. Andrews & McMeel (178,000)

*** The Grasshopper Trap.** Patrick F. McManus. Reprint. Holt (175,000)

How to Talk Minnesotan. Howard Mohr. Original. Penguin (175,000)

Southern Rapture. Jennifer Blake. Original. Fawcett/Columbine (170,000)

The Bug Book and the Bug Bottle. Dr. Hugh Danks. Original. Workman (166,000)

How to Attract Birds. Editors of Ortho Information Services. Reprint. Ortho (165,000)

Best Travel Activity Book Ever. Reprint. Rand McNally

*** Living in the Light.** Shakti Gawain with Laurel King. Original. Whatever Publishing (156,000)

*** The Dance of Anger: A Woman's Guide to Changing the Patterns of Intimate Relationships.** Harriet Goldhor Lerner. Reprint. Harper & Row/Perennial (155,278)

Return of the Indian. Lynne Reid Banks. Reprint. Avon (155,000)

Top Performance. Zig Ziglar. Reprint. Berkley (155,000)

Decks and Patios. Editors of Ortho Information Services. Reprint. Ortho (152,000)

Doonesbury Deluxe. Garry Trudeau. Original. Holt (150,000)

Basic Home Wiring Illustrated, Revised Edition. Editors of Sunset Books. Sunset (146,982)

Unlimited Power. Anthony Robbins. Reprint. Fawcett/Columbine (143,000)

The Man Who Mistook His Wife for a Hat. Oliver Sacks. Reprint. Harper & Row/Perennial (137,140)

*** Cold Sassy Tree.** Olive Ann Burns. Reprint. Dell (135,000)

Enchantress Mine. Bertrice Small. Original. NAL (132,875)

The Not Just Anybody Family. Betsy Byars. Reprint. Dell (131,000)

Jane Brody's Good Food Book. Jane Brody. Reprint. Bantam (130,000)

Slaves of New York. Tama Janowitz. Reprint. Pocket (130,000)

The Complete Hypercard Handbook. Danny Goodman. Original. Bantam (130,000)

Angry Young Sniglets. Rich Hall. Original. Collier/Macmillan (128,750)

Canine Quarterly. Ina Schell. Original. Main Street Press (127,000)

Louisiana Dawn. Jennifer Blake. Original. Fawcett/Columbine (127,000)

Golfing. Henry Beard and Roy McKie. Original. Workman (122,000)

All About Roses. Editors of Ortho Information Services. Reprint. Ortho (120,000)

Cajun Cooking. Editors of Better Homes and Gardens Books. Original. Better Homes and Gardens (118,844)

A Forgotten Realms Novel: Darkwalker on Moonshae. Douglas Niles. Original. TSR (117,592)

*** New Baby Book.** Editors of Better Homes and Gardens Books. Original. Better Homes and Gardens (116,227)

*** Eater's Choice.** Ron Goor. Original. Houghton Mifflin (116,000)

Big Blue: A Giant Year. Dave Klein. Original. NAL (113,933)

The Extraordinary Origins of Everyday Things. Charles Panati. Original. Harper & Row/Perennial (111,872)

One Minute for Myself. Dr. Spencer Johnson. Reprint. Avon (110,000)

L. Ron Hubbard Presents Writers of the Future, Volume III. Edited by Algis Budrys. Original. Bridge Publications (109,621)

Great Cookouts. Editors of Better Homes and Gardens Books. Original. Better Homes and Gardens (107,254)

Fresh Product A to Z. Editors of Sunset Books. Original. Sunset (105,285)

* **White Trash Cooking.** Ernest Matthew Mickler. Reprint. Ten Speed Press (103,105)
Fresh Garden Recipes. Editors of Better Homes and Gardens Books. Original. Better Homes and Gardens (103,087)
* **Anastasia on Her Own.** Lois Lowry. Reprint. Dell (100,000)
The Last Run. Leonard B. Scott. Original. Ballantine (100,000)

75,000+

Light Salad Meals. Editors of Better Homes and Gardens Books. Original. Better Homes and Gardens (99,929)
Super Snacks. Editors of Better Homes and Gardens Books. Original. Better Homes and Gardens (98,838)
All About Pruning. Editors of Ortho Information Services. Reprint. Ortho (98,000)
Speed Cleaning. Jeff Campbell. Original. Dell (95,000)
The Ollie North Coloring Book. Mort Drucker and Paul Laikin. Original. Andrews & McMeel (94,000)
A New Way of Eating. Marilyn Diamond. Reprint. Warner (93,284)
Color for Men. Carole Jackson. Reprint. Ballantine (92,000)
* **10 SATS: 2nd Edition.** The College Board. Original. College Board/Macmillan (90,388)
Mr. Scott's Guide to the Enterprise. Shane Johnson. Original. Pocket (90,000)
* **What They Don't Teach You at Harvard Business School.** Mark H. McCormack. Reprint. Bantam (90,000)
The Search for Signs of Intelligent Life in the Universe. Jane Wagner. Reprint. Harper & Row/Perennial (89,588)
* **Scroll Saw Pattern Book.** Patrick and Patricia Spielman. Original. Sterling (89,242)
* **Loving Each Other.** Leo Buscaglia. Reprint. Fawcett/Columbine (89,000)
All About Perennials. Editors of Ortho Information Services. Reprint. Ortho (88,000)
America on Six Rubles a Day. Yakov Smirnoff. Original. Vintage (87,910)
All About Houseplants. Editors of Ortho Information Services. Reprint. Ortho (86,500)
* **Passion for Glory.** Theresa Conway. Original. Jove (85,950)
All About Landscaping. Editors of Ortho Information Services. Reprint. Ortho (85,500)
Cookies & Candies. Editors of Better Homes and Gardens Books. Original. Better Homes and Gardens (84,174)
Greyhawk Adventures #4, The Price

Almanacs, Atlases and Annuals

Note: The sales figures of some titles were submitted to *PW* in confidence, for use only in placing the titles in their correct positions on the list.

* **Rand McNally Road Atlas: United States/Canada/Mexico.** Rand McNally
* **The World Almanac and Book of Facts 1987.** Edited by Mark Hoffman. Pharos Books (900,000)
Your Income Tax 1988. J. K. Lasser Institute. Simon & Schuster Reference (845,000)
H & R Block Income Tax Guide and Workbook. H & R Block. Annual. Collier/Macmillan (582,068)
The Arthur Young Tax Guide 1988. Edited by Peter W. Bernstein. Ballantine (525,000)
Woodall's Campground Directory, 1987 Edition. Woodall Publishing (450,000)
Information Please Almanac 1988. Houghton Mifflin (320,000)
The 1987 What Color Is Your Parachute? Richard N. Bolles. Ten Speed Press (294,896)
Pay Less Tax Legally 1988. Barry Steiner. NAL (217,825)
Rand McNally Interstate Road Atlas. Rand McNally
The Official 1988 Price Guide to Baseball Cards, 7th Edition. Dr. James Beckett. House of Collectibles/Ballantine (200,000)
Rand McNally RV Park & Campground Directory. Rand McNally
Bill James Baseball Abstract 1987. Bill James. Ballantine (140,000)
* **Sunset Road Atlas.** Editors of Sunset Books. Sunset Books (125,748)
The Official 1988 Blackbook Price Guide to U.S. Coins, 26th Edition. Marc Hudgeons. House of Collectibles/Ballantine (122,000)
* **Road Atlas Deluxe.** Editors of Sunset Books. Sunset Books (120,247)
Disneyland 1988. Stephen Birnbaum. Houghton Mifflin (101,000)
Mobil Travel Guide, Northeastern States. Prentice Hall Press (101,000)
Rand McNally Compact Road Atlas. Rand McNally
Mobil Travel Guide, California and the West. Prentice Hall Press (91,700)
Mobil Travel Guide, Mid Atlantic States. Prentice Hall Press (91,300)
Automobile Book 1988. Editors of *Consumer Guide*. NAL (90,171)
Rand McNally Motor Carriers' Road Atlas. Rand McNally
Mobil Travel Guide, Southeastern States. Prentice Hall Press (81,900)
Frommer's Europe on $25 a Day. Prentice Hall Press (79,900)
Official NFL Teambook '87. NFL Properties. NAL (71,388)
Handbook of U.S. Coins. R. S. Yeoman. Annual. Western Publishing (70,000)
Mobil Travel Guide, Southwest and South Central States. Prentice Hall Press (69,200)
The Second Kids World Almanac. Alice Siegal and Margo McLoone-Basta. Pharos Books (65,000)
* **Road Atlas—Pocket.** Editors of Sunset Books. Original. Sunset Books (62,860)
The 1987 Elias Baseball Analyst. Seymour Siwoff, Steve Hirdt and Peter Hirdt. Collier/Macmillan (62,198)
* **Hugh Johnson's Pocket Encyclopedia of Wine 1987.** Hugh Johnson. Fireside/Simon & Schuster (62,000)
Mobil Travel Guide, Northwest and Great Plains States. Prentice Hall Press (61,500)
Roger Ebert's Movie Home Companion, 1988 Edition. Roger Ebert. Andrews and McMeel (61,000)
Mobil Travel Guide, Great Lakes. Prentice Hall Press (60,400)
Rand McNally Family Adventure Road Atlas. Rand McNally
Kovel's Antiques and Collectibles Price List, 20th Edition. Ralph and Terry Kovel. Crown (54,000)
The Right College 1988. The College Research Group of Concord, Mass. Simon & Schuster Reference (54,000)
Rand McNally Retirement Places Rated by Richard Boyer and David Savageau. Rand McNally
Where to Put Your Money, 1987. Warner (52,332)
The Car Book 1987. Jack Gillis. Perennial/Harper & Row (52,101)

of Power. Rose Espes. Original. TSR (83,607)
After-School Cooking. Editors of Better Homes and Gardens. Original. Better Homes and Gardens (83,063)
Skinwalkers. Tony Hillerman. Reprint. Harper & Row/Perennial (82,006)
Greyhawk Adventures #3, Master Wolf. Rose Espes. Original. TSR (80,890)
How to Be Your Own Stockbroker. Charles Schwab. Reprint. Dell (80,000)
* **Garfield Out to Lunch.** Jim Davis. Original. Ballantine (80,000)
The Autobiography of Henry VIII. Margaret George. Reprint. Ballantine (80,000)
All God's Children Need Traveling Shoes. Maya Angelou. Reprint. Vintage (79,516)
Basic Wiring. Editors of Ortho Information Services. Reprint. Ortho (79,000)
School Is Hell. Matt Groening. Original. Pantheon (79,000)
Getting Stronger. Bill Fearl and Gary T. Moran. Original. Shelter Publications (78,200)
A Certain Small Shepherd. Rebecca Caudill. Reprint. Dell (78,000)
Calling Dr. Whoopee. Garry Trudeau. Original. Holt (78,000)
Marilyn. Gloria Steinem and George Barris. Reprint. NAL (77,729)
Recovery: A Guide for Adult Children of Alcoholics. Herbert L. Gravitz and Julie D. Bowden. Reprint. Fireside/Simon & Schuster (77,000)
Healing the Child Within. Charles Whitfield. Original. Health Communications (75,405)
* **A Child Is Born.** Lennart Nilsson. Reprint. Dell (75,000)
Downtown Doonesbury. Garry Trudeau. Original. Holt (75,000)
Peak Performers. Dr. Charles Garfield. Reprint. Avon (75,000)
84 Charing Cross Road. Helene Hanff. Reissue. Avon (75,000)
Jerry Baker's Lawn Book. Jerry Baker. Original. Ballantine (75,000)

50,000+

Drawing on the Artist Within. Betty Edwards. Reprint. Fireside/Simon & Schuster (74,000)
Cooking Mexican. Editors of Better Homes and Gardens Books. Original. Better Homes and Gardens (73,758)
Reflections. Original. Running Press (73,300)
Your Baby: The Beginning. Editors of Better Homes and Gardens Books. Original. Better Homes and Gardens (72,763)
Your Baby Comes Home. Editors of Better Homes and Gardens Books. Original. Better Homes and Gardens (72,715)
Uncoupling: How Relationships Come Apart. Diane Vaughan. Reprint. Vintage (72,699)
Switcharound. Lois Lowry. Reprint. Dell (72,000)
New Recipes from Moosewood Restaurant. The Moosewood Collective. Original. Ten Speed Press (71,849)
Your Baby's First Steps. Editors of Better Homes and Gardens Books. Original. Better Homes and Gardens (71,519)
Your Baby Grows Up. Editors of Better Homes and Gardens Books. Original. Better Homes and Gardens (71,491)
It Was Twenty Years Ago Today. Derek Taylor. Original. Fireside/Simon & Schuster (71,000)
How to Work for a Jerk. Robert Hochheiser. Original. Vintage (70,648)
The Story of English. Robert McCrum et al. Reprint. Penguin (70,000)
Baseball Hall of Shame III. Bruce Nash and Allan Zullo. Original. Pocket (70,000)
Emmanuel's Book. Pat Rodegast and Judith Stanton. Original. Bantam (70,000)
***Sunny Side Up.** Patricia Reilly Giff. Original. Dell (71,000)
Are We There Yet? Reprint. Rand McNally
Party Recipes. Editors of Better Homes and Gardens Books. Original. Better Homes and Gardens (68,807)
Light Desserts. Editors of Sunset Books. Original. Sunset (68,213)
Jane Fonda's Workout Book for Pregnancy, Birth and Recovery. Femmy DeLyser. Reprint. Fireside/Simon & Schuster (68,000)
White Palace. Glenn Savan. Original. Bantam (68,000)
Native Son. Richard Wright. Movie tie-in. Harper & Row/Perennial (67,726)
Crystal Clear: How to Use the Earth's Magic Energy to Vitalize Your Mind, Body and Spirit. Connie Church. Original. Villard (67,116)
* **The Grey King.** Susan Cooper. Reprint. Collier/Macmillan (67,107)
Salads, Revised Edition. Editors of Sunset Books. Sunset (67,064)
* **Habits of the Heart: Individualism and Commitment in American Life.** Edited by Robert N. Bellah, Richard Madsen, William M. Sullivan, Ann Swidler, Steven M. Tipton. Reprint. Harper & Row/Perennial (66,525)
Maurice. E. M. Forster. Movie Tie-in. Norton
Perfect Parts. Rachel McLish. Original. Warner (65,759)
Ultra-Ripped Abs: Body Parts. Robert Kennedy. Original. Sterling (65,646)
Weight Watchers New International Cookbook. Weight Watchers International. Reprint. NAL (65,514)
Rock & Roll Oldies Car Songbook. Edited by Gary Delfiner. Original. Running Press (64,100)
Encyclopedia of Modern Bodybuilding. Arnold Schwarzenegger. Reprint. Fireside/Simon & Schuster (64,000)
* **The Dark Is Rising.** Susan Cooper. Reprint. Collier/Macmillan (63,672)
The Mystery of the Blue Ring. Patricia Reilly Giff. Original. Dell (63,000)
Preparation for the SAT, 7th Edition. Edward Deptula, general editor. Original. Simon & Schuster Reference (63,000)
Love, from the Fifth Grade Celebrity. Patricia Reilly Giff. Reprint. Dell (63,000)
* **Barbecue Cook Book.** Editors of Sunset Books. Original. Sunset (62,885)
The Riddle of the Red Purse. Patricia Reilly Giff. Original. Dell (62,000)
Light Cuisine. Editors of Sunset Books. Original. Sunset (61,762)
Atlas of the Dragonlance World. Karen Wynn Vonstad. Original. TSR (61,543)
Star Woman. Lynn Andrews. Reprint. Warner (60,613)
Healthy Foods for Hungry Kids. Editors of Books. Original. Better Homes and Gardens (60,946)
The Essential AIDS Fact Book. Columbia University Health Services. Original. Pocket (60,000)
Sports Hall of Shame. Bruce Nash and Allan Zullo. Original. Pocket (60,000)
Bad Habits. Dave Barry. Reprint. Holt (60,000)
Love: An Illustrated Journal. Original. Running Press (59,600)
***Leaders: The Strategies for Taking Charge.** Warren Bennis and Burt Nanus. Reprint. Harper & Row/Perennial (59,437)
Babe, The Gallant Pig. Dick King-Smith. Reprint. Dell (59,000)
Ourselves, Growing Older. Paula Brown Doress and Diana Laskin Siegal with the Mid-Life and Older Women Book Project. Original. Touchstone/Simon & Schuster (59,000)
The Roswell Women. Frances Patton Statham. Original. Fawcett/Columbine (58,000)
* **Mrs. Frisby and the Rats of Nimh.** Robert C. O'Brien. Reprint. Aladdin Books/Macmillan (57,107)
* **Greatest Management Principle.** Michael LeBoeuf. Reprint. Berkley (57,000)

Garden Construction. Editors of Ortho Information Services. Reprint. Ortho (57,000)
Sex, Drugs and AIDS. Oralee Wachter. Original. Bantam (57,000)
Post Office Clerk-Carrier, 15th Edition. Eve P. Steinberg. Original. Simon & Schuster Reference (57,000)
Herman, You Can Get in the Bathroom Now. Jim Unger. Original. Andrews & McMeel (57,000)
Significant Others. Armistead Maupin. Original. Harper & Row/Perennial (56,981)
Eisenhower at War: 1943–1945. David Eisenhower. Reprint. Vintage (56,812)
***Batman: The Dark Knight Returns.** Frank Miller. Reprint. Warner (56,500)
* **The Princeton Review: Cracking the System, the SAT.** Adam Robinson and John Katzman. Original. Villard (56,144)
On My Honor. Marion Dane Bauer. Reprint. Dell (56,000)
* **The Living Heart Diet.** Michael E. DeBakey, Antonio M. Gotto Jr., Lynne W. Scott and John P. Foreyt. Fireside/Simon & Schuster (56,000)
Starring First Grade. Miriam Cohen. Reprint. Dell (56,000)
Emily Post on Weddings. Elizabeth L. Post. Original. Harper & Row/Perennial (55,783)
* **The Yeast Connection.** Dr. William Crook. Reprint. Vintage (55,404)
The Birdfeeder Book. Donald W. Stokes and Lillian Q. Stokes. Original. Little, Brown (55,300)
Joshua. Joseph F. Girzone. Reprint. Collier/Macmillan (55,045)
Free to Be . . . You and Me. Marlo Thomas and Friends. Reprint. Bantam (55,000)
Play Equipment. Editors of Ortho Information Services. Original. Ortho (55,000)
The Harper's Index. Lewis Lapham, Michael Pollan and Eric Etheridge. Original. Holt (55,000)
* **The Worldly Philosophers, Revised Edition.** Robert L. Heilbroner. Reprint. Touchstone/Simon & Schuster (55,000)
Anastasia Has the Answers. Lois Lowry. Reprint. Dell (55,000)
Soft Aerobics. Nancy Burstein. Original. Perigee/Putnam (55,000)
75 Fix-Fast Recipes. Editors of Better Homes and Gardens Books. Original. Better Homes and Gardens (54,785)
Bob Hope's Confessions of a Hooker: My Lifelong Love Affair with Golf. Bob Hope as told to Dwayne Netland. Reprint. Doubleday (54,464)
Best of Sunset. Editors of Sunset Books. Original. Sunset (53,986)

Mass Market Paperbacks

The following is a listing of those mass market titles published in 1986 or 1987 whose 1987 in-print figures exceeded one million copies. Figures represent publishers' claims of copies in print and, as such, do not necessarily indicate how well the books actually sold.

Note: Titles marked with an asterisk were issued in 1986; the numbers that follow these titles reflect the number of copies in print at the end of 1987, even though in most cases the bulk of these sales were in 1986.

4 Million+

* **Family Album.** Danielle Steel. Reprint. Dell (4,695,000)
Windmills of the Gods. Sidney Sheldon. Reprint. Warner (4,350,000)
* **If Tomorrow Comes.** Sidney Sheldon. Reprint. Warner (4,240,000)

3 Million+

Wanderlust. Danielle Steel. Reprint. Dell (3,600,000)
* **Secrets.** Danielle Steel. Reprint. Dell (3,425,000)
* **Skeleton Crew.** Stephen King. Reprint. NAL (3,038,500)
I'll Take Manhattan. Judith Krantz. Reprint. Bantam (3,000,000)

2 Million+

Garden of Shadows. V. C. Andrews. Original. Pocket (2,980,000)
It. Stephen King. Reprint. NAL (2,940,000)
* **Dark Angel.** V. C. Andrews. Original. Pocket (2,860,000)
* **Women Who Love Too Much.** Robin Norwood. Reprint. Pocket (2,700,000)
Eyes of the Dragon. Stephen King. Reprint. NAL (2,625,000)
***Lucky.** Jackie Collins. Reprint. Pocket (2,590,000)
The Bourne Supremacy. Robert Ludlum. Reprint. Bantam (2,550,000)
Act of Will. Barbara Taylor Bradford. Reprint. Bantam (2,390,000)
Last of the Breed. Louis L'Amour. Reprint. Bantam (2,355,000)
Hollywood Husbands. Jackie Collins. Reprint. Pocket (2,350,000)
* **Lie Down with Lions.** Ken Follett. Reprint. NAL (2,315,000)
Red Storm Rising. Tom Clancy. Reprint. Berkley (2,295,649)
* **Elvis & Me.** Priscilla Beaulieu Presley with Sandra Harmon. Reprint. Berkley (2,235,227)
* **Bachman Books.** Richard Bachman aka Stephen King. Reprint. NAL (2,227,715)
Whirlwind. James Clavell. Reprint. Avon (2,100,000)
His Way: The Unauthorized Biography of Frank Sinatra. Kitty Kelley. Reprint. Bantam (2,065,000)
* **The Fourth Deadly Sin.** Lawrence Sanders. Reprint. Berkley (2,011,015)
Texas. James Michener. Reprint. Fawcett Crest (2,000,000)

1.5 Million+

The Storyteller. Harold Robbins. Reprint. Pocket (1,960,000)
* **Strong Medicine.** Arthur Hailey. Reprint. Dell (1,915,000)
* **Stillwatch.** Mary Higgins Clark. Reprint. Dell (1,885,000)
The Eighth Commandment. Lawrence Sanders. Reprint. Berkley (1,859,178)
Fit for Life. Harvey and Marilyn Diamond. Reprint. Warner (1,841,000)
The Unwanted. John Saul. Original. Bantam (1,830,000)
* **Lonesome Dove.** Larry McMurtry. Reprint. Pocket (1,760,000)
The Prince of Tides. Pat Conroy. Reprint. Bantam (1,735,000)
Echoes in the Darkness. Joseph Wambaugh. Reprint. Bantam (1,720,000)
A Perfect Spy. John le Carré. Reprint. Bantam (1,685,000)
* **Creed for the Third Millennium.** Colleen McCullough. Reprint. Avon (1,650,000)
* **Queenie.** Michael Korda. Reprint. Warner (1,646,000)
Men Who Hate Woman and the Women Who Love Them. Susan Forward and Joan Torres. Reprint. Bantam (1,625,000)
Suspects. William Caunitz. Reprint. Bantam (1,595,000)
The Golden Cup. Belva Plain. Reprint. Dell (1,592,000)
Through a Glass Darkly. Karleen Koen. Reprint. Avon (1,560,000)
* **Virgin and Martyr.** Andrew Greeley. Reprint. Warner (1,528,000)
* **Illusions of Love.** Cynthia Freeman. Reprint. Berkley (1,512,879)
* **Cyclops.** Clive Cussler. Reprint. Pocket (1,510,000)
A Matter of Honor. Jeffrey Archer. Reprint. Pocket (1,500,000)
* **After the Reunion.** Rona Jaffe. Reprint. Dell (1,500,000)

1 Million+

Private Affairs. Judith Michael. Reprint. Pocket (1,490,000)

Angels of September. Andrew Greeley. Reprint. Warner (1,466,000)
* **Lonely Silver Rain.** John D. MacDonald. Reprint. Fawcett Gold Medal (1,463,000)
* **Too Much, Too Soon.** Jacqueline Briskin. Reprint. Berkley (1,444,160)
The Flight of the Intruder. Stephen Coonts. Reprint. Pocket (1,420,000)
* **Come Love a Stranger.** Kathleen Woodiwiss. Original. Avon (1,401,000)
Dreams Are Not Enough. Jacqueline Briskin. Reprint. Berkley (1,373,344)
* **Glitz.** Elmore Leonard. Reprint. Warner (1,371,000)
Immigrant's Daughter. Howard Fast. Reprint. Dell (1,370,000)
* **Mindbend.** Robin Cook. Reprint. NAL (1,369,500)
Caper. Lawrence Sanders. Reprint. Berkley (1,369,226)
* **Contact.** Carl Sagan. Reprint. Pocket (1,350,000)
* **The Accidental Tourist.** Anne Tyler. Reprint. Berkley (1,349,290)
* **Inside/Outside.** Herman Wouk. Reprint. Avon (1,335,000)
Herbs & Apples. Helen Hooven Santmyer. Reprint. St. Martin's (1,334,072)
Patience of a Saint. Andrew Greeley. Reprint. Warner (1,333,000)
Barrier Island. John D. MacDonald. Reprint. Fawcett Gold Medal (1,322,000)
* **A Bridge Across Forever.** Richard Bach. Reprint. Dell (1,300,000)
Joanna's Husband and David's Wife. Elizabeth Forsythe Hailey. Reprint. Dell (1,300,000)
The Good Mother. Sue Miller. Reprint. Dell (1,300,000)
Night of the Fox. Jack Higgins. Reprint. Pocket (1,280,000)
The Rotation Diet. Dr. Martin Katahn. Reprint. Bantam (1,275,000)
* **The Loves of Harry Dancer.** Lawrence Sanders. Original. Berkley (1,264,222)
The Great Alone. Janet Dailey. Reprint. Pocket (1,250,000)
* **Texas Heat.** Fern Michaels. Original. Ballantine (1,236,000)
Faces. Johanna Kingsley. Original. Bantam (1,220,000)
* **The Glory Game.** Janet Dailey. Reprint. Pocket (1,220,000)
* **Red Fox.** Anthony Hyde. Reprint. Ballantine (1,215,000)
Seasons of the Heart. Cynthia Freeman. Reprint. Berkley (1,213,104)
* **Tales of the Wolf.** Lawrence Sanders. Original. Avon (1,210,000)
White Dove. Rosie Thomas. Reprint. Bantam (1,200,000)
* **Palm Beach.** Pat Booth. Reprint. Ballantine (1,200,000)
Vendetta. Steve Shagan. Reprint. Bantam (1,195,000)
Regrets Only. Sally Quinn. Reprint. Ballantine (1,189,000)
* **Smart Women, Foolish Choices.** Melvin Kinder and Connell Cowan. Reprint. NAL (1,162,000)
Hearts Aflame. Johanna Lindsey. Original. Avon (1,160,000)
When Love Awaits. Johanna Lindsey. Original. Avon (1,150,000)
Secret Fire. Johanna Lindsey. Original. Avon (1,149,000)
* **Strangers.** Dean Koontz. Reprint. Berkley (1,142,611)
A Grand Passion. Mary Mackey. Reprint. Bantam (1,140,000)
* **Seventh Secret.** Irving Wallace. Reprint. NAL (1,138,000)
* **A Heart So Wild.** Johanna Lindsey. Original. Avon (1,136,000)
Dream Lover. Lawrence Sanders. Reprint. Berkley (1,127,610)
James Herriot's Dog Stories. James Herriot. Reprint. St. Martin's (1,113,423)
Wiseguy. Nicholas Pileggi. Reprint. Pocket (1,100,000)
Taming a Sea Horse. Robert B. Parker. Reprint. Dell (1,100,000)
110 Shanghai Road. Monica Highland. Reprint. Bantam (1,070,000)
* **My Mother's Keeper.** B. D. Hyman. Reprint. Berkley (1,059,807)
Twilight Eyes. Dean Koontz. Original. Berkley (1,051,038)
When All You've Ever Wanted Isn't Enough. Harold Kushner. Reprint. Pocket (1,050,000)
Perfume. Patrick Suskind. Reprint. Pocket (1,040,000)
* **The Titan.** Fred Mustard Stewart. Reprint. Pocket (1,040,000)
* **The Finishing School.** Gail Godwin. Reprint. Avon (1,040,000)
To Taste the Wine. Fern Michaels. Original. Ballantine (1,037,000)
* **Jian.** Eric Van Lustbader. Reprint. Fawcett Crest (1,028,600)
The Handmaid's Tale. Margaret Atwood. Fawcett Crest (1,025,000)
* **Windsong.** Valerie Sherwood. Original. Pocket (1,025,000)
Blood Test. Jonathan Kellerman. Reprint. NAL (1,017,500)
* **To See Your Face Again.** Eugenia Price. Reprint. Berkley (1,008,921)
Break In. Dick Francis. Reprint. Fawcett Crest (1,004,000)
The Dinner Party. Howard Fast. Reprint. Dell (1,000,000)
Stallion Gate. Martin Cruz Smith. Reprint. Ballantine (1,000,000)
* **Mexico Set.** Len Deighton. Reprint. Ballantine (1,000,000)
London Match. Len Deighton. Reprint. Ballantine (1,000,000)
Mayflower Madam. Sydney Biddle Barrows. Reprint. Ivy/Ballantine (1,000,000)
***One Minute Salesperson.** Spencer Johnson. Reprint. Avon (1,000,000)
Learned Pigs & Fireproof Women. Ricky Jay. Reprint. Warner (53,749)
Sailing Journal. Original. Running Press (53,500)
* **The Fast Food Guide.** Michael F. Jacobson and Sarah Fritschner. Original. Workman (53,000)
Love Is Walking Hand in Hand/Happiness Is a Warm Puppy. Charles M. Schulz. Reissue. Pharos (53,000)
Only One Earth: Living for the Future. Lloyd Timberlake. Original. Sterling (52,977)
Flattened Fauna. Roger Knutson. Original. Ten Speed Press (52,684)
The Treasure Sock. Pat Thomson. Reprint. Dell (52,000)
It's All Downhill from Here. Lynn Johnston. Original. Andrews &McMeel (52,000)
Scroll Saw Handbook. Patrick Spielman. Original. Sterling (51,108)
Marines: The Illustrated History of the Vietnam War. Edwin H. Simmons. Original. Bantam (51,000)
Peter Norton's Assembly Language. Peter Norton. Original. Simon & Schuster Reference (51,000)
The New Victory Garden. Bob Thomson. Dual. Little, Brown (51,000)
Grandma Knows Best, But No One Ever Listens. Mary McBride. Original. Meadowbrook Press (51,000)
A Hand to Hold, an Opinion to Reject. Cathy Guisewite. Original. Andrews & McMeel (51,000)
Wood Projects for the Garden. Editors of Ortho Information Services. Reprint. Ortho (51,000)
Maxi-Cut Legs: Body Parts. Robert Kennedy. Original. Sterling (50,920)
Crystal Energy: Put the Power in the Palm of Your Hand. Gari Gold. Original. Contemporary (50,528)
* **The Mayan Factor: Path Beyond Technology.** Jose Arguelles. Original. Bear & Co. (50,500)
Sky Soldiers: The Illustrated History of the Vietnam War. F. Clifton Berry Jr. Original. August. Bantam (50,000)
Somewhere Off the Coast of Maine. Ann Hood. Original. Bantam (50,000)
Hot Lotto Numbers: Discover Your Personal Lucky Numbers for Lotto. Jean Simpson. Original. Crown Publishing (50,000)
Getting Yours, 3rd Edition. Matthew Lesko. Reprint. Penguin (50,000)
Choices: Alternatives in Cancer Treatment. Marion Morra and Eve Potta. Reissue. Avon (50,000)
The Great American Stat Book. Bill James. Original. Ballantine (50,000)
Us Acres Goes Half Hog. Jim Davis. Original. Pharos (50,000)
Dogs Don't Eat Dessert. Charles M. Schulz. Original. Pharos (50,000)

(Hardcover Bestsellers continued)
argued that the social and political crisis of 20th century America is really an intellectual crisis with young people lacking an understanding of the past and a vision of the future. According to the professor: "Country, religion, family, ideas of civilization, all the sentimental and historical forces that stood between cosmic infinity and the individual, providing some notion of a place within the whole, have been rationalized and have lost their compelling force." Not the stuff of which bestsellers are usually made, but an indication, according to S&S chairman and CEO Richard Snyder, of the fact that "books make people think, they challenge points of view and stimulate change in our social structure."

The Nonfiction Runners-Up

A wide range of subjects easily describes the list below, which includes the first book sold and distributed through the American Booksellers Association. Two cookbooks, two new books by celebrated business people, film star biographies, Gorbachev's philosophy, how-to, inspiration and advice, and a book about first-person experience with possible extraterrestrials round out the second tier of nonfiction.

All but four of the books enjoyed short and long tenures on *PW*'s weekly lists, including books by Herriot, Prudhomme and the two titles from Word; the latter two had appeared on Christian bestseller charts.

16. *Communion* by Whitley Strieber (Morrow, 2/87)

17. *Chronicle of the 20th Century* edited by Clifton Daniel (Chronicle Publications/American Booksellers Association, 9/87; *251,435*)

18. *Parenting Isn't for Cowards* by James Dobson (Word, 9/87; *249,792*)

19. *Living Above the Level of Mediocrity* by Charles R. Swindoll (Word, 5/87; *249,396*)

20. *Seven Stories of Christmas Love* by Leo Buscaglia (Morrow, 10/87)

21. *Trump: The Art of the Deal* by Donald H. Trump with Tony Schwartz (Random House, 12/87; *240,923*)

22. *The 8-Week Cholesterol Cure* by Robert E. Kowalski (Harper & Row, 3/87; *238,833*)

23. *Bonnie's Big Day* by James Herriot (St. Martin's, 10/87; *238,504*)

24. *Call Me Anna: The Autobiography of Patty Duke* by Patty Duke and Kenneth Turan (Bantam, 8/87; *235,000*)

25. *The Frugal Gourmet Cooks with Wine* by Jeff Smith (Morrow, 10/87; *232,358*)

26. *The Making of the African Queen* by Katharine Hepburn (Knopf, 9/87; *227,060*)

27. *Hammer* by Armand Hammer (Putnam, 5/87; *220,000*)

28. *Cultural Literacy: What Americans Need to Know* by E. D. Hirsch Jr. (Houghton Mifflin, 4/87; *211,000*)

29. *The Prudhomme Family Cookbook* by Paul Prudhomme (Morrow, 10/87)

30. *Perestroika: New Thinking for our Country and the World* by Mikhail Gorbachev (Harper & Row, 11/87; *203,544*)

"For the first time in these annual bestseller exercises, the 15 1987 runners-up in nonfiction claimed sales of 200,000 or more copies"

A whopping 42 nonfiction titles with sales ranging from 100,000 to 197,000 did not rank among our nonfiction top 30—twice as many as last year's 21 such books.

The 42 almost-rans with sales of 125,000 copies or more in 1987 include: *The Cat Who Came for Christmas* by Cleveland Amory (Little, Brown); *Facing Death and the Life After* by Billy Graham (Word); *The Discovery of the Titanic* by Robert Ballard (Warner Books); *I Think I Don't Remember* by Art Buchwald (Putnam); *Echoes in the Darkness* by Joseph Wambaugh (Morrow); *And the Band Played On: Politics, People and the AIDS Epidemic* by Randy Shilts (St. Martin's); *Fatherhood* by Bill Cosby (Doubleday/Dolphin); *Women Men Love/Women Men Leave* by Dr. Connell Cowan and Dr. Melvyn Kinder (Crown); *Straight On Till Morning: The Biography of Beryl Markham* by Mary S. Lovell (St. Martin's); *This 'N' That* by Bette Davis (Putnam); *Weight Watchers Favorite Recipes* by Weight Watchers International (NAL Books); *When My Love Returns from the Ladies Room, Will I Be Too Old to Care?* by Lewis Grizzard (Villard); *The Different Drum* by M. Scott Peck (Simon & Schuster); *The Terrible Truth About Lawyers* by Mark H. McCormack (Morrow); *Weight Watchers Quick & Easy Menu Cookbook* by Weight Watchers International (NAL Books); *How to Marry the Man of Your Choice* by Margaret Kent (Warner Books); *Boone* by T. Boone Pickens (Houghton Mifflin); *The Fords: An American Epic* by Peter Collier and David Horowitz (Summit); *Sweet Life* by Barry Manilow (McGraw-Hill); and *The Renewal Factor* by Robert H. Waterman Jr. (Bantam).

Other books with sales of 100,000 or more are: *Super Marital Sex* by Paul Pearsall (Doubleday); *Catwatching* by Desmond Morris (Crown); *American Medical Association Family Medical Guide: Revised and Updated* by AMA (Random House); *The Search for Signs of Intelligent Life in the Universe* by Jane Wagner (Harper & Row); *Everything to Gain* by Jimmy and Rosalyn Carter (Random House); *The Fatal Shore* by Robert Hughes (Knopf); *Glory Days: Bruce Springsteen in the 1980s* by Dave Marsh (Pantheon); *An American Vision: Three Generations of Wyeth Art* with essays by James H. Duff, Andrew Wyeth, Thomas Hoving and Lincoln Kirstein (Little, Brown); *Hold on, Mr. President!* by Sam Donaldson (Random House); *Weddings* by Martha Stewart (Crown); *Step-by-Step Microwave Cook Book* (Better Homes and Gardens); *Betty: A Glad Awakening* by Betty Ford (Doubleday); *The Rotation Diet Cookbook* by Martin Katahn and Terrie Katahn (Norton); *The Random House Dictionary of the English Language, 2nd Edition* edited by Stuart Berg Flexner (Random House); *The Christmas Day Kitten* by James Herriot (St. Martin's); *Siblings Without Rivalry* by Adele Faber and Elaine Mazlish (Norton); *Chuck Berry* by Chuck Berry (Crown); *How to Be Your Own Nutritionist* by Stuart M. Berger, M.D. (Morrow); *The 35-Plus Diet for Women* by Jean Spodnik and Barbara Gibbons (Harper & Row); *Witness to a Century* by George Seldes (Ballantine); *Beverly: An Autobiography* by Beverly Sills and Lawrence Linderman (Bantam); and *Betty White: In Person* by Betty White (Doubleday). □